

FILE

fashion/calendar

Ruth Finley, Publisher / a weekly publication / 23rd year

8 East 77th St./New York 21, N. Y./TR 9-2343/JULY 29, 1963

1963

JANUARY							FEBRUARY							MARCH							APRIL							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
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MAY							JUNE							JULY							AUGUST										
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SEPTEMBER							OCTOBER							NOVEMBER							DECEMBER									
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S			
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8	9	10	11	12	13	14	6	7	8	9	10	11	12	6	7	8	9	10	11	12	8	9	10	11	12	13	14			
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22	23	24	25	26	27	28	20	21	22	23	24	25	26	20	21	22	23	24	25	26	22	23	24	25	26	27	28			
29	30		27	28	29	30	31	24	25	26	27	28	29	30	24	25	26	27	28	29	30	29	30	31						

FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JULY 25, 1963</u>			
Thursday July 25	PRESS PREVIEW: COLLEGE FASHIONS	MARTIN'S (BROOKLYN)	5TH FLOOR
10:30 A.M. Coffee	Preview for the press of Martin's college fashions. By invitation. (For Release, Mon., July 29.)	Publicity: Rita Dobbins, TR. 5-3100.	
Thursday July 25	FALL-WINTER FASHIONS IN PARIS	GEORGES KAPLAN	POTEL ET CHABOT 2 AVENUE VICTOR HUGO
11:45 A.M. Luncheon	Georges Kaplan will preview his Fall-Winter fur collection at luncheon. Contact: Miss Hoerig, CI. 6-3416(N.Y.); Mlle. Nicole, Kleber 7061(Paris).		

July 25-	FALL PRESS	CHAMBRE SYNDICALE DE	PARIS,
August 7	SHOWINGS - PARIS	LA COUTURE PARISIENNE	FRANCE
July 25:	9:45 A.M. Christian Dior; Montaigne. 3:30 P.M. Fardeau; Patou.	2:15 P.M. Capucci.	
	5:00 P.M. Capucci; Hermes; Renee Lise		
July 26:	10:00 A.M. Jacques Griffe; Simonetta et Fabiani. Venet. 2:15 P.M. B.Sagardoy; Venet.	11:00 A.M. 3:00 P.M. Lola Prusac.	
	5:00 P.M. Anny Blatt; Cardin; Simonetta et Fabiani.	8:00 P.M. Cardin.	
July 27:	10:30 A.M. Venet. 11:00 A.M. Courreges. 3:30 P.M. Courreges.	3:00 P.M. Simonetta et Fabiani.	
July 29:	10:00 A.M. St.Laurent. Maurice Roger.	11:00 A.M. Suzanne Baron. 5:00 P.M. St.Laurent(For American Buyers).	3:30 P.M. (Time
July 30:	6:00 P.M. Georgette Renal.		not set--Chanel.)
July 31:	10:30 A.M. Givenchy(Buyers).		
Aug. 1:	10:30 A.M. Balenciaga(Buyers). Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris.	3:30 P.M. Valentine Bourgade.	

July 26 GIMBELS' RELEASE DATE--College fashions.

WEEK BEGINNING MONDAY, JULY 29, 1963

July 29	ALTMAN'S RELEASE DATE--Children's back-to-school fashions. (No Show)
July 29	MARTIN'S RELEASE DATE--College fashions. (Preview July 25--See Above)
July 30	SAKS FIFTH AVENUE RELEASE DATE--Opening of college shop. (No Press Show)
Tuesday July 30	PREVIEW FOR PRESS: ARNOLD CONSTABLE
10:00 A.M. Breakfast	COLLEGE FASHIONS 4TH FLOOR Preview of college fashions for the press. By invitation. (For Release, Wed., July 31.) Publicity: Pam Johnston, MU. 5-2300. COLLEGE SHOP
Tuesday July 30	PRESS PREVIEW OF ABRAHAM & STRAUS
3:30 P.M. Tea	COLLEGE FASHIONS 4TH FLOOR Preview for the press of college fashions. By invitation. (For Release, Thurs., Aug. 1.) Publicity: Eileen Goldburg, TR. 5-0195. RESTAURANT

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 31	ALEXANDER'S RELEASE DATE--College collection. (No Press Show)		
Wednesday	PRESS PREVIEW: STERN'S		3RD FLOOR
July 31	COLLEGE FASHIONS		EAT AND RUN RESTAURANT
9:45 A.M.	Preview of Stern's college fashions. For the press, by invitation.		
Coffee	(For Release, Fri., Aug. 2.) Publicity: Mildred Collins, LO. 5-7950.		
August 1	ABRAHAM & STRAUS RELEASE--College fashions. (Preview July 30--See Pg. 1.)		
Thursday	PRESS PREVIEW: NEW ALLIED CHEMICAL CORP.		PENTHOUSE CLUB
August 1	CONCEPT IN LINGERIE		30 CENTRAL PK. SOUTH
9:00 A.M.	Premiere showing of new concept in lingerie by Miss Youth Form Creations,		
Breakfast	made of Allied Caprolan nylon. For the press, by invitation. Publicity:		
	Penny Baker at Donald E. Degnan Assoc., TN. 7-0808.		
August 2	MACY'S RELEASE DATE--Children's back-to-school fashions. (No Show)		
August 2	STERN'S RELEASE DATE--College fashions. (Preview July 31--See Above)		
Friday	PRESS PREVIEW OF BONWIT TELLER		7TH FLOOR
August 2	FASHIONS BY LANZ		
9:30 A.M.	Bonwit Teller's preview for the press of fashions by Lanz. By invitation.		
Coffee	(For Release, Mon., Aug. 5.) Publicity: Rea Lubar, EL. 5 6800.		
August 5	BONWIT TELLER RELEASE DATE--Fashions by Lanz. (Preview Aug. 2--See Above)		
August 5	OHRBACH'S RELEASE DATE--College and Career collection. (No Press Show)		
Monday	FUN FUR FASHIONS BLOOMINGDALE'S		3RD FLOOR
August 5	AT PRESS PREVIEW		FUR SALON
9:30 A.M.	Bloomingdale's "Fun Fur" collection. By invitation. (For Release, Tues.,		
Coffee	Aug. 6.) Contact: Louise Langdon, PL. 2-1212, Ext. 7205.		
Monday	PREVIEW: NAT'L NOTION NAT'L NOTION		N.Y. TRADE SHOW BLDG.
August 5	AND NOVELTY SHOW ASSOCIATION		8TH AVE. & 35TH ST.
11:00 A.M.-	"What's New In Notions"--special display of products, packaging, designs,		
2:00 P.M.	accessories--followed by cocktails and luncheon. Also "Notions in Motion,"		
	a fashion show; and "A New Approach to Notion Merchandising"--presented		
	by Traphagen School of Design. For trade, Aug. 5-8. Contact: PE. 6-8820.		
Beginning	RESORT-HOLIDAY <i>Early Spring</i> JUNIOR ACCENT		498 SEVENTH AVENUE
Monday	JUNIOR KNITS		SHOWROOM - 10TH FLOOR
August 5	Continuous daily showings of Resort-Holiday junior knits, designed by		
	Frank Adams. Contact: LO. 4-1434.		
Beginning	HOLIDAY JUNIOR AND BOBBIE BROOKS, INC.		1407 BROADWAY
Monday	PETITE DRESSES		ROOM 3902
August 5	Showing of junior and petite Holiday dresses, including double knits; also		
	suit collection. Publicity: Claire Affens, PE. 6-2392.		
Tuesday	BACK-TO-SCHOOL W & J SLOANE, INC.		414 FIFTH AVENUE
August 6	CHILDREN'S ROOMS		2ND FLOOR
9:30 A.M.	Sloane's will preview their back-to-school children's rooms. For the		
Coffee	press, by invitation. (For Release, Wed., Aug. 7.) Publicity: Reni Kuhn,		
	OX. 5-3800, Ext. 450.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
August 6	GIMBELS' RELEASE DATE--Back-to-school fashions. (No Press Show)		
August 6	NORMAN NORELL'S PRESS PREVIEW AT 10:30 A.M. By invitation.		
August 7	BERGDORF GOODMAN RELEASE DATE--Children's Fall imported fashions. (No Show)		
Wednesday August 7 10:00 A.M. Coffee	PRESS PREVIEW: BACK- TO-SCHOOL FASHIONS Press preview of back-to-school fashions, featuring imported knits. By invitation. (Release, Tues., Aug. 13.) Publ.: Rene Hall, OX. 5-4500.	ALEXANDER'S	500 CLUB 500 SEVENTH AVENUE
August 8	BEST RELEASE DATE--Opening of new "Miss Cosmopolitan" shop. (No Show)		
Thursday August 8 9:30 A.M. Coffee	PRESS PREVIEW: BACK- TO-SCHOOL LINGERIE Bonwit Teller will preview back-to-school lingerie fashions. For the press, by invitation. (For Release, Mon., Aug. 12.) Publicity: Rea Lubar, EL. 5-6800.	BONWIT TELLER	3RD FLOOR
August 9	MACY'S RELEASE DATE--Career fashions. (No Press Show)		
August 12	MACY'S RELEASE DATE--Young junior back-to-school fashions. (No Press Show)		
August 12	BONWIT TELLER RELEASE--Back-to-school lingerie. (Preview Aug. 8--See Above.)		
Monday August 12 2:30 P.M.	PRESS PREVIEW: FALL- WINTER COLLECTION Galanos will preview his Fall-Winter collection. By invitation only. Publicity: Mathews-Latham Ltd., 128 East 37th Street, MU. 5-7907.	GALANOS (BEVERLY HILLS, CAL.)	SHERATON-EAST HOTEL BALLROOM
August 13	ALEXANDER'S RELEASE DATE--Back-to-school fashions; imported knits. (See Above)		
Tuesday August 13 2:30 P.M.	FASHION CONFERENCE: SPRING-SUMMER 1964 Preview of trends in apparel and shoes: color, texture, shape, design for Spring-Summer 1964. Guest speaker: Mrs. Marjorie S. Deane. Commentator: Robert Riley, Brooklyn Museum. Admission by advance registration. Tickets: \$6.00, members; \$7.50, non-members (price includes swatched color guide). Contact: Thelma Henessey, MU. 6-7520.	NAT'L SHOE RETAILERS ASSN. (274 MADISON AVE.)	HOTEL PLAZA BALLROOM
August 14	OHRBACH'S RELEASE DATE--Finezza shoe collection. (No Press Show)		
August 14	ALTMAN RELEASE DATE--"Small World" Fall-Winter imports. (No Press Show)		
Wednesday August 14 2:30 P.M.; 4:00 P.M.	CUSTOMER SHOWINGS: "JUNIOR HIGH" FASHIONS Customer showings of "junior high" teen fashions. By admission card. Press by invitation. Contact: Pat Allen, TR. 5-7200, Ext. 692.	ABRAHAM & STRAUS (BROOKLYN)	4TH FLOOR RESTAURANT
Wednesday August 14 4:00 P.M.	PREVIEW: FALL PETITE COUTURE FASHIONS Bergdorf Goodman will preview their Fall petite couture fashions. By in- vitation. (For Release, Fri., Aug. 16.) Publ.: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	MISS BERGDORF SHOP 5TH FLOOR
August 15	GIMBELS' RELEASE DATE--New Fall leisure fashions. (No Press Show)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
August 16	BERGDORF GOODMAN RELEASE DATE--Petite fashions. (Preview Aug. 14--See Pg. 3)		
Friday August 16	PREVIEW: SIMONETTA ET FABIANI FASHIONS	B. ALTMAN & CO.	3RD FLOOR DESIGNER SHOP
9:00 A.M.	Altman's preview for the press of Simonetta et Fabiani fashions. By invitation. (For Release, Tues., Aug. 20.) Publicity: Kay Robinson, OR. 9-7800.		
August 19	ARNOLD CONSTABLE RELEASE DATE-- Back-to-school fashions. (No Press Show)		
Monday August 19	PREVIEW: JACQUES HEIM FALL FASHIONS	BONWIT TELLER	7TH FLOOR
9:30 A.M. Coffee	Press preview of Jacques Heim Jeunes Filles Fall collection. By invitation (For Release, Fri., Aug. 21.) Publicity: Rea Lubar, EL. 5-6800.		
August 20	ALTMAN'S RELEASE DATE--Simonetta et Fabiani. (Preview Aug. 16--See Above)		
August 21	BONWIT TELLER RELEASE DATE--Jacques Heim fashions. (Show Aug. 27--See Above)		
Wednesday August 21	PRESS PREVIEW: FALL SHOE COLLECTION	GIMBELS	4TH FLOOR NEW SHOE SALON
10:30 A.M. Coffee	Gimbels will preview their Fall collection of shoes. By invitation. (For Release, Wed., Aug. 28.) Publicity: Margot Infantino, LO. 4-3300.		
Wednesday August 21 4:00 P.M. Cocktails	PREVIEW OF RESORT- SPRING COLLECTION Knit ensembles and dresses in silk and wool for Resort and Spring; also men's knitwear. Show at 4:30 P.M. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th Street, EL. 5-7872.	KORRIGAN-PARIS; AVAGOLF OF MILAN	HAMPSHIRE HOUSE THE COTTAGE
August 22	GIMBELS' RELEASE DATE--New accessories. (No Press Show)		
August 23	OHRBACH'S RELEASE DATE--Children's back-to-school fashions. (No Show)		
Tuesday August 27 4:00 P.M. Cocktails	PREVIEW: FASHIONS FROM HONG KONG Alexander's will present fashions from Hong Kong to the press. By invitation. (For Release, Fri., Aug. 30.) Publicity: Rene Hall, OX. 5-4500, Ext. 285.	ALEXANDER'S	500 CLUB 500 SEVENTH AVENUE
Wednesday August 28 12:30 P.M. Luncheon	PREVIEW: MICHAEL OF LONDON FASHIONS Michael of London fashions at preview for the press. By invitation. (For Release, Thurs., Sept. 5.) Publicity: Kay Robinson, OR. 9-7800.	B. ALTMAN & CO.	3RD FLOOR DESIGNER SHOP
August 28	GIMBELS' RELEASE DATE--Fall shoe collection. (Preview Aug. 21--See Above)		
Thursday August 29 11:30 A.M.	PRESS PREVIEW: CUSTOM- ORDER FASHIONS Preview of Bergdorf Goodman's Fall custom-order fashions, designed by Leslie Morris. By invitation. (For Release, Tues., Sept. 3.) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR SALON
August 30	ALEXANDER'S RELEASE DATE--Fashions from Hong Kong. (Preview Aug. 27--See Above)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 3	BERGDORF GOODMAN RELEASE DATE--Couture fashions. (Preview Aug. 29-See Pg. 4)		
Tuesday	PRESS PREVIEW OF	SAKS FIFTH AVENUE	3RD FLOOR
Sept. 3	SOPHIE CUSTOM-MADE		SALON MODERNE
11:00 A.M.	Sophie, with the assistance of Stephen Erklin, will present her Fall and Winter collection. By invitation. (For Release, Wed., Sept. 4.) Publicity: Helen O'Hagan, PL. 3-4000.		
Wednesday	PRESS PREVIEW:	GIMBELS	3RD FLOOR
Sept. 4	EVENING FASHIONS		
9:30 A.M.	Preview for the press of Gimbel's evening fashions. By invitation. (For Release, Thurs., Sept. 5.) Publicity: Margot Infantino, LO. 4-3300.		
Coffee			
Wednesday	PRESS PREVIEW OF	MACY'S NEW YORK	13TH FLOOR
Sept. 4	IMPORT COLLECTION		EXEC. DINING ROOM
11:00 A.M.	Macy's will present their import collection to the press. By invitation. (For Release, Fri., Sept. 6.) Publicity: Joan Springler, OX. 5-4400.		

RESORT-HOLIDAY OPENINGS BY CALIFORNIA FASHION CREATORS IN LOS ANGELES

Thursday	Sept. 5:	11:00 A.M. Tabak of California
Sept. 5-	Sept. 6:	11:00 A.M. Sir James.
Sept. 13	Sept. 9:	9:30 A.M. Penelope; 4:00 P.M. DeWeese Designs; 6:00 P.M. Harou.
	Sept. 10:	9:00 A.M. Barney Max Designs; 10:30 A.M. Eddy George.
	Sept. 11:	12:00 Noon Rose Marie Reid.
	Sept. 12:	4:00 P.M. White Stag.
	Sept. 13:	4:00 P.M. Catalina.

Contact: California Fashion Creators, 740 S. Broadway, Los Angeles.

Sept. 6	MACY'S RELEASE DATE--Import collection. (Preview, Sept. 4--See Above)		
Friday	PRESS PREVIEW OF	BERGDORF GOODMAN	2ND FLOOR
Sept. 6	IMPORT COLLECTION		
11:30 A.M.	Fall-Winter import collection at preview for press. By invitation. (For Release, Mon., Sept. 9.) Publicity: Florence Neff, PL. 3-7300.		
Monday	PREVIEW OF IMPORTS	ALEXANDER'S	500 CLUB
Sept. 9	AND REPRODUCTIONS		500 SEVENTH AVENUE
10:30 A.M.	Press preview of French and Italian imports and reproductions. By invitation. (For Release, Tues., Sept. 10--Note Change of Date.) Publicity: Rene Hall, OX. 5-4500, Ext. 285.		
Tuesday	HOLIDAY AND RESORT	ANNE FOGARTY, INC.	530 SEVENTH AVENUE
Sept. 10;	DRESS COLLECTION		SHOWROOM - 14TH FLOOR
Sept. 11	Showing of Anne Fogarty's Holiday and Resort collection Sept. 10 and 11 at 3:30 P.M. By invitation. Thereafter daily informal showings. Contact: Paula Gregoriade, LO. 4-9115.		
3:30 P.M.			
Tuesday	PRESS PREVIEW OF	GIMBELS	2ND FLOOR
Sept. 10	MEN'S FASHIONS		
4:00 P.M.	Preview for the press to introduce a new line of men's wear fashions. By invitation. (For Release, Thurs., Sept. 12.) Publicity: Margo Infantino, LO. 4-3300.		
Sept. 11	SAKS 5TH AVENUE--"Contessina" Int'l junior fashions. (No Press Show)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 11 9:00 A.M.; 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS Fall import collections at breakfast and luncheon showings. (Prices and more details later.) Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	NEW YORK HILTON BALLROOM
Sept. 12	GIMBELS' RELEASE--New Men's wear fashions. (Preview Sept. 10--See Pg. 5)		
Thursday Sept. 12 9:30 A.M. Coffee	PRESS PREVIEW: LINE- FOR-LINE IMPORTS Preview for the press of Ohrbach's Paris and Italian import reproductions. By invitation. (For Release, Fri., Sept. 13.) Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	5TH FLOOR
Friday Sept. 13 11:30 A.M.	PRESS PREVIEW OF FALL-WINTER FASHIONS Fashions by Gigliola Curiel of Milan and Bernard Newman of the United States. By invitation. (For Release, Mon., Sept. 16.) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR SALON
Sept. 16	BERGDORF GOODMAN RELEASE DATE--Curiel and Newman fashions. (See Above)		
Tuesday Sept. 17 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his Fall custom-order fashions at a preview for the press. By invitation. (For Release, Wed., Sept. 18.) Contact: PL. 5-3714. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER	609 FIFTH AVENUE SALON - 8TH FLOOR
Tuesday Sept. 17 3:00 P.M.	PRESS PREVIEW: FALL- WINTER COLLECTION Preview of Elizabeth Arden's Fall-Winter collection, designed by Oscar de la Renta. By invitation. (For Release, Thurs., Sept. 19.) Publicity: Alan McGeehan at Rasponi Assoc., TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 2ND FLOOR
Tuesday Sept. 17 4:00 P.M. Cocktails	PREVIEW: HOLIDAY, CRUISE WHITE STAG AND SPRING FASHIONS White Stag will present Holiday, Cruise, and Spring 1964 sportswear fashions at a preview for press and buying offices. Show at 4:30 P.M. By invitation only. Publicity: Claire De Kupsa or Roberta Berk, BR. 9-1972.		HOTEL PIERRE BALLROOM
Wednesday Sept. 18 9:30 A.M. Coffee	PRESS PREVIEW: READY- TO-WEAR IMPORTS Preview for the press of Macy's "Made-in-Europe" ready-to-wear collection. By invitation. (For Release, Fri., Sept. 20.) Publicity: Joan Springer, OX. 5-4400.	MACY'S NEW YORK	3RD FLOOR EXEC. DINING
Sept. 18	ROSH HASHONAH (Jewish Holiday--begins at sundown. First day Thurs., Sept. 19)		
Sept. 19	ELIZABETH ARDEN'S RELEASE DATE--Fall-Winter fashions. (See Above)		
Sept. 20	MACY'S RELEASE DATE--"Made-in-Europe" ready-to-wear collection. (See Above)		
Monday Sept. 23 9:30 A.M. Coffee	PRESS PREVIEW: PAULETTE MILLINERY Preview for the press of Paulette's millinery for Fall. By invitation. (For Release, Tues., Sept. 24.) Publ.: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	5TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 23	NATIONAL SWEATER WEEK.	Contact: Knitted Outerwear Foundation, MU. 3-7520.	
Tuesday Sept. 24	SWIMWEAR FASHIONS FOR 1964	ROSE MARIE REID (1407 BROADWAY)	HOTEL PIERRE BALLROOM
12:00 Noon Luncheon	Preview for the press and buyers of Rose Marie Reid 1964 swimwear collection. By invitation. Publicity: Virginia Dickson, PE. 6-6275.		
Tuesday Sept. 24 3:00 P.M.	PRESS PREVIEW: FALL- WINTER FUR FASHIONS	REISS & FABRIZIO	6 WEST 57TH STREET SALON - 2ND FLOOR
	Preview of Fall-Winter fur fashions. By invitation. (For Release, Thurs., Sept. 26.) Contact: Joseph J. Davis, CI. 5-0322. Publicity: Alan McGeehan at Rasponi Assoc., TE. 8-8171.		
Tuesday Sept. 24 4:00 P.M. Cocktails	PREVIEW OF SWIMWEAR AND PLAYWEAR	JANTZEN, INC. (261 MADISON AVE.)	SHERATON-EAST HOTEL BALLROOM
	Preview of women's swimwear and playwear for 1964. By invitation. Contact: Barbara Renning (buyers). Publicity: Kathy Russo, OX. 7-0811.		
Tuesday Sept. 24 6:15 P.M.	BENEFIT PREVIEW FOR L'ENTR'AIDE	BLOOMINGDALE'S	THROUGHOUT STORE
	"Tradition"--Annual storewide presentation of European imports at benefit preview for L'entre'aide Francaise. Tickets: \$5.00. By invitation. (For Release, Wed., Sept. 25.) Publ.: Louise Langdon, PL. 2-1212, Ext. 7205.		
Thursday Sept. 26 4:00 P.M. Cocktails	PREVIEW: MEN'S SWIM AND BEACH FASHIONS	JANTZEN, INC.	TIME & LIFE BLDG. 2ND FLOOR--AUDITORIUM
	"Jantzen Men's Smoker"--Spring and Summer showing of men's swimwear and playclothes. By invitation. Publicity: Kathy Russo, OX. 7-0811.		
Thursday Sept. 26 8:30 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS AWARD	COTY, INC.	METROPOLITAN MUSEUM GRACE R. ROGERS AUD.
	Twenty-first annual Award, this year to Bill Blass and Rudi Gernreich. Also, special awards to fur designer Betty Yokova of A. Neustadter & Sons; and Arthur and Theodora Edelman of Fleming-Joffe. Fashion show at 9:00 PM. By admission ticket only. Publicity: Eleanor Lambert, MU. 8-2130.		
Sept. 27	YOM KIPPUR (Jewish Holiday--begins at sundown. <u>Holiday Sat., Sept. 28.</u>)		
Friday Sept. 27 12:30 P.M. Luncheon	PREVIEW: REVILLON FUR FASHIONS	SAKS FIFTH AVENUE	5TH FLOOR
	Saks Fifth Avenue will present the Revillon collection of fur fashions. By invitation. (For Release, Mon., Sept. 30.) Publicity: Helen O'Hagan, PL. 3-4000.		
Monday Sept. 30 12:00 Noon	PRESS PREVIEW: MADE- TO-ORDER FUR FASHIONS	BERGDORF GOODMAN	2ND FLOOR FUR SALON
	Press preview of Fall-Winter made-to-order fur fashions, designed by Emeric Partos. By invitation. (For Release, Tues., Oct. 1.) Publicity: Florence Neff, PL. 3-7300.		
Monday Sept. 30 5:00 P.M. Cocktails	PRESS PREVIEW: FALL- WINTER FUR FASHIONS	MAXIMILIAN FURS, INC.	20 WEST 57TH STREET SALON - 3RD FLOOR
	Preview of Fall-Winter fur fashions for the press. By invitation. (For Release, Wed., Oct. 2.) Publicity: Vera Bacal, PL. 3-8421. Customer showing Tues., Oct. 1 at 3:00 P.M. Contact: Mrs. S.K. Steffan, CI. 7-1388.		

MUSIC...THEATRE...MOVIES

- Tuesday
July 30 SIXTH WEEK: STADIUM CONCERTS LEWISOHN STADIUM, 138TH ST.& AMSTERDAM
Tues., July 30: Joseph Rosenstock, conducting; Gary Graffman, Pianist.
Wed., July 31: Joseph Rosenstock, conducting; Gary Graffman, Pianist.
Thurs., Aug. 1: Joseph Rosenstock, conducting; Henryk Szeryng, Violinist (Debut).
Fri., Aug. 2: Zoltan Rozsnyai, conducting: "Hungarian Night. Ballet "Bihari" with Nora Kovach and Istvan Rabovsky. "Gypsy Instrumental Ensemble," Rudolf Syranyi, Demeter Boross, Violins; Gustav Sarkozi, Viola; Thomas Hutchings, Pianist; Harry Sacher, Bass; Ferenc Zori, Clarinet; Toni Koves, Cimbalon.
Publicity: Miss Alix Williamson, CI. 6-4462.
- Wednesday
Sept. 18 OPENING: "THE IRREGULAR VERB TO LOVE" THEATRE TO BE ANNOUNCED
Co-starring Claudette Colbert and Cyril Ritchard in the London comedy by High & Margaret Williams, about an eccentric wife and her family's sex problems. Director: Cyril Ritchard. Publicity: Ben Washer, PL. 7-4271.
- Wednesday
Sept. 25 OPENING: "LUTHER" THEATRE TO BE ANNOUNCED
David Merrick will present the play by John Osborne based on the life of Martin Luther, centering on the churchman's rebellion against Roman Catholicism; starring Albert Finney, with Michael MacLiammoir. Director: Tony Richardson. Publicity: Harvey Sabinson, TN. 7-8500.
- Monday
Sept. 30 OPENING: "THE PRINCE OF LIEDERKRANZ" 54TH ST. THEATRE, 152 WEST 54TH ST.
Rick Besoyan and J.J. Farber will present the new musical starring Eileen Brennan. Director: Rick Besoyan. Costumes: Raoul Pene du Bois.
Publicity: Gladys Bentley, MU. 9-3332.
- Thursday
August 1 PREMIERE: "THE THRILL OF IT ALL" (Movie) MUSIC HALL, 6TH AVE.& 50TH STREET
Co-starring Doris Day and James Garner, featuring Arlene Francis in the movie released by Universal Pictures in Eastman color. Producers: Ross Hunter and Martin Melcher. Director: Norman Jewison. Costumes: Jean Louis. Publicity: Paul Kaney, PL. 9-8000. Music Hall Publicity: Edward Serlin, CI. 6-4600.
- Thursday
Oct. 3 OPENING: "HERE'S LOVE" SHUBERT THEATRE, 225 WEST 44TH ST.
Stuart Ostrow will present the new musical, based on the film "Miracle on 34th Street," co-starring Janis Paige, Craig Stevens, with Paul Reed and William Griffis. Director: Norman Jewison. Score: Meredith Wilson. Costumes: Alvin Colt. Publicity: Harvey Sabinson, TN. 7-8500.
- Wednesday
Oct. 9 OPENING: "NEXT TIME I'LL SING TO YOU" THEATRE TO BE ANNOUNCED
Alexander H. Cohen, in association with Andre Goulston and Michael Gordon, will present a new English play by James Saunders. The entire British cast will recreate their roles. Publ.: David Rothenberg, TN. 7-3434.
- Thursday
Oct. 17 OPENING: "JENNIE" MAJESTIC THEATRE, 245 WEST 44TH ST.
Starring Mary Martin, Dennis O'Keefe, Robin Bailey, Ethel Shutta, in the new musical, adapted by Arnold Schulman from the book by Marguerite Courtney, about the early stage career of Laurette Taylor; presented by Richard Halliday and Cheryl Crawford. Director: Vincent J. Donehue. Costumes: Irene Sharaff. Publicity: Ben Washer, PL. 7-4277.
- Wednesday
Oct. 23 OPENING: "BAREFOOT IN THE PARK" BILTMORE THEATRE, 261 WEST 47TH ST.
Arnold Saint Subber will present a new comedy by Neil Stone, starring Elizabeth Ashley, Robert Redford, and Mildred Natwick. Director: Mike Nichols. Publicity: Harvey Sabinson, TN. 7-8500.

1964

JANUARY							FEBRUARY							MARCH						
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APRIL							MAY							JUNE						
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JULY							AUGUST							SEPTEMBER						
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26	27	28	29	30	31		23	24	25	26	27	28	29	29	30					
OCTOBER							NOVEMBER							DECEMBER						
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25	26	27	28	29	30	31	29	30						27	28	29	30	31		